Program Requirements

2013 EARNED VALUE REPLY MAIL PROMOTION

CONTENTS

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PROGRAM REQUIREMENTS

I.　BACKGROUND AND PROGRAM DESCRIPTION

The 2013 Earned Value Reply Mail Promotion is intended to slow the decline of First-Class Mail®, Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) pieces as their volumes continue to decline along with other Single-Piece First-Class Mail. As technology continues to disrupt the mail volume, the Postal Service will ensure reply mail remains a relevant part of the First-Class Mail marketing mix.

The 2013 "Earned Value" promotion will be offered to mailers who use First-Class Mail Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures. Mailers must register their Mailer IDs (MIDs), and the Permit account to which future earned credits will be applied on the Business Customer Gateway to participate. The Intelligent Mail® Visibility (IM- VIS) system will send scan data to the Alternate Postage system. All mailpiece counts for BRM and CRM pieces containing the registered MID(s) that customers return to the registered mailer will be collected. At the end of the promotion, the award value assigned to BRM will be multiplied by total BRM pieces scanned and the award value assigned to CRM will be multiplied by the total CRM pieces scanned. The award amount or credit will be applied to the mailer's Permit account. The mailer can apply the earned credit to future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail® letters and flats.

II.　PROGRAM PARAMETERS

Registration Period	January 15 through March 31, 2013
Program Period	April 1 through June 30, 2013
Discount Amount	$0.02 per scanned CRM or BRM mailpiece
Eligible Mail Classes	BRM/CRM mailpieces can be distributed in any outgoing mailing
Credit Application	Earned rebate credits can be applied to First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats.

The 2013 Earned Value Reply Mail Promotion provides mailers with an earned postage credit based on qualifying First-Class Mail BRM and CRM cards and letters with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) in the Earned Value Reply Mail promotion will be read by Intelligent Mail Visibility (IM-VIS). The Alternate Postage system will provide the count of BRM and CRM pieces by MID to the Business Customer Gateway.

III.　REGISTRATION REQUIREMENTS

Program Registration: Participants must register their MIDs on the Incentive Programs Service within the Business Customer Gateway. Mail service providers cannot register on behalf of mail owners nor can they enroll customers via the auto-enrollment edoc features. At the time of registration, participants must also select a Permit account to which future credits will be applied. Eligible permit types include: Imprint, OMAS Imprint, Meter, OMAS Meter and Precanceled. Mailers agree to participate in a survey about the promotion. Registration opens January 15, 2013 and ends on March 31, 2013.

Origin IMb TRACING™ Customers: Origin IMb TRACING customers who want to participate in the promotion and whose MID does not appear in the IMb on their CRM and BRM mailpieces, will need to:

1.　Register their IMb Tracing MID and Permit account in the Business Customer Gateway.

2. Download and complete the following form, if the Origin IMb Tracing MID is not encoded in the IMb on the BRM and CRM pieces. Please enter the MIDs used to participate in IMb TRACING, CRIDs, and your ZIP information. These are the ZIP+4$^®$ or ZIP+4+2 that are encoded in the IMb on your BRM and CRM.

3. Please email the completed form to the Program Office at EarnedValue@usps.com. The Program Office can also be contacted at this email address for further questions.

Information Required From Origin IMb TRACING™ Mailers

Company Name		
Contact Name (First, Last)		
Email		

Instructions:
Origin IMb TRACING customers who want to participate in the Earned Value Promotion and do not include a MID in the IMb of their reply pieces will need to complete the fields below. The Routing Code will be the ZIP information that you include in your reply mail IMbs. After completion, please email this form to earnedvalue@usps.gov

Customer Registration ID (CRID)	Mailer ID (MID, either 6 or 9 digits)	Routing Code (ZIP+4 or ZIP+4+2)

IV.   MAILING SUBMISSION REQUIREMENTS

BRM and CRM pieces can be enclosed in any class, category or shape of mail.

V.   MAILPIECE/MAILING CONTENT REQUIREMENTS

The Business Reply Mail and the Courtesy Reply Mailpieces must contain the Intelligent Mail barcode with the Mailer ID encoded to qualify. All qualifying reply mail must contain an Earned Value Promotion preregistered MID. The pieces scanned by the IM-VIS system will be transferred to the Alternate Postage system.

Postcard and letter-size BRM must be barcoded with a valid and properly used ZIP+4 code on the mailpiece and the same ZIP +4 code must be encoded within the IMb. The IMb on all BRM and CRM must contain the barcode ID, service type ID, and correct ZIP+4 routing code. Permit holders must use the ZIP+4 codes and the IMb assigned by the USPS.

VI. Rebate Calculation and Redemption

Rebate Credits: The rebate credit is earned on Reply Mail that is scanned by the IM-VIS system during the promotion period April 1, 2013 through June 30, 2013. Rebate credit will not be earned on pieces scanned after June 30, 2013 even if the outbound mailpiece was sent prior to that date. The count of reply mail pieces will be based on scans during mail processing. It is possible that the machine count may vary from the mailer's count. For the purpose of this promotion, the Postal Service will calculate the rebate credits based on piece counts resulting from the scans captured during mail processing and computed by the Alternate Postage (ALT-P) system.

Rebate Redemption: Participants can redeem rebate credits for postage on future mailings of First-Class Mail Presort and Automation cards, letters and flats and Standard Mail® letters and flats paid from the Permit account where the Earned Value credit was applied. At this time, there is no expiration on these credits and the earned value or credit may be applied until the mailer has drawn down the balance to zero.

Questions can be directed via email to: earnedvalue@usps.gov

Date	Section	Reason For Revision	Version
	N/A	Initial Draft	1
1/14	Rebate Credits	Updated to clarify conditions for customers.	2
1/16	Background and Program Information, Registration Requirements and Rebate Redemption	Updated language to reflect Permit accounts are acceptable versus only Permit Imprint accounts.	3
1/30	Background and Program Information, Registration Requirements and Rebate Redemption	Updated language to reflect that the Earned Value credit may be applied to future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats	4